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**STRATEGIC PLANNING IMPLEMENTATION IN A SEMI-
GOVERNMENTAL ORGANIZATION: AYDIN CHAMBER OF
COMMERCE**

ABSTRACT

Every organization must adopt to its environmental conditions. A methodical thinking, decision making and querying processes are required to think about future, to define the directions of possible changes and to adopt organization to changes. Because strategic planning concept helps us to observe interaction between organization and environment from all points of view, it is inevitable for all organizations.

This study's objective was to determine Aydın Chamber of Commerce's strategic plan considering its own specific semi-governmental organizational structure. Aydın Chamber of Commerce, which was founded by city's entrepreneurs, has an important role in the process of creating competitive power of Aydın. Today, if only Chamber could perform its management activities in accordance with a strategic plan, it would be effective and efficient. The strategic plan has been prepared for this purpose.

KEY WORDS

Strategic Planning, Chambers of Commerce, SWOT Analysis, Strategic Goals, Objectives